

## Message Text

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COM/BEWT/OEWD:PKRAMARIC

COM/BEWT/TPD:DMATHES

COM/BEWT/OD:LWBOWDEN

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R 181737Z JUL 74

FM SECSTATE WASHDC

TO AMEMBASSY BUCHAREST

INFO AMEMBASSY VIENNA

UNCLAS STATE 155673

E.O. 11652: N/A

TAGS: BEXP, RO

SUBJECT: TRADE PROMOTION SCHEDULES FY 1975 AND FY 1976

REF: BUCHAREST 2159

1. THE FOLLOWING IS A SCHEDULE OF TRADE PROMOTION AND OTHER EVENTS FOR FY 1975. OTHER EVENTS THAT WOULD INVOLVE THE ECONOMIC SECTION ARE INCLUDED SO THAT THE TOTAL RESOURCES AT THE POST MAY BE TAKEN INTO CONSIDERATION IN SCHEDULING ANY ADDITIONAL TRADE PROMOTION EVENTS.

| DATE | EVENT |
|------|-------|
|------|-------|

|            |                             |
|------------|-----------------------------|
| AUG. 19-30 | WORLD POPULATION CONFERENCE |
|------------|-----------------------------|

|             |                                             |
|-------------|---------------------------------------------|
| SEPT. 17-23 | TECHNICAL SALES SEMINAR, TELECOMMUNICATIONS |
|-------------|---------------------------------------------|

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|             |                                             |
|-------------|---------------------------------------------|
| SEPT. 23-27 | DENTA '74 (INTL. MEDICAN & DENTAL EQUIPMENT |
|-------------|---------------------------------------------|

SHOW WITH U.S. PARTICIPATION)

OCTOBER U.S. CUSTOMS OFFICIALS EXCHANGE VISIT (ABOUT  
TWO WEEKS)

OCT. 13-22 BUCHAREST INTERNATIONAL FAIR-INDUSTRIAL  
PROCESS INSTRUMENTATION AND CONTROLS

OCT. 13-22 LABOR DEPARTMENT SEMINAR

NOV. 4-9 STATE OF GEORGIA IOGA MISSION (HORIZONTAL)

DECEMBER TECHNICAL SALES SEMINAR-VACUUM AND CRYOGENIC  
EQUIPMENT

FEBRUARY TECHNICAL SALES SEMINAR-WATER PURIFICATION AND  
DESALINIZATION

SPRING U.S.-ROMANIAN-ERONOMIC COMMISSION MEETING,  
WASHINGTON, D.C.

JUNE TRADE MISSION - PACKAGING EQUIPMENT

2. THE FOLLOWING IS A PRELIMINARY SCHEDULE OF TRADE PRO-  
MOTION EVENTS FORFY 1976.

DATE EVENT

SEPTEMBER TRADE MISSION - INVENTORY CONTROL AND DISTRIBUTION  
TECHNOLOGY

NOVEMBER TRADE MISSION - CHEMICAL AND PETROCHEMICAL  
PROCESSING EQUIPMENT

FEBRUARY TRADE MISSION - PORT AND HARBOR EQUIPMENT

MARCH TRADE MISSION - SPECIALIZED FOOD PROCESSING  
EQUIPMENT

APRIL TECHNICAL SALES SEMINAR -COMPUTER  
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APPLICATION IN SCIENTIFIC RESEARCH (SOFTWARE)

JUNE TECHNICAL SALES SEMINAR - SPECIALIZED TEXTILE  
MACHINERY

3. WE ANTICIPATE THAT THE TRADE PROMOTION EVENTS SCHEDULED  
ABOVE WILL BE SUBJECT TO CHANGE AND CAN THEREFORE ONLY BE  
CONSIDERED TENTATIVE, PARTICULARLY FOR THE SECOND HALF OF

FY 1975 AND FY 1976.

4. PRIOR TO MAKING EACH EVENT FIRM, A POLL WILL BE TAKEN BY COMMERCE TO DETERMINE THE INTEREST OF U.S. INDUSTRY. THE POST WILL THEN BE ASKED FOR ITS POSITIVE RECOMMENDATION BEFORE THE EVENT IS SCHEDULED. OUR GENERAL POSITION IS THIS: NO USEFUL PURPOSE IS SERVED BY SCHEDULING COMMERCE-INITIATED TRADE PROMOTION EVENTS IN WHICH THE APPROPRIATE MINISTRIES OR BUYING ORGANIZATIONS ARE NOT INTERESTED. IT IS, THEREFORE, OF GREATEST IMPORTANCE TO OUR PROGRAM THAT THE POST ASCERTAIN SPECIFICALLY THAT THE INTEREST DOES OR DOES NOT EXIST AND WHETHER THE EVENT WOULD BE SANCTIONED, ENDORSED OR SPONSORED BY APPROPRIATE LOCAL ORGANIZATIONS.

RESPONSE SHOULD GIVE NAME AND POSITION OF OFFICIAL CONTACTED AND ANY VIEWS ABOUT VIABILITY OF THEME, TIMING AND TYPE OF EVENT, SUGGESTED U.S. PARTICIPANTS, ETC.

5. WE MAY WISH TO DISCUSS THE FY 1976 SCHEDULE AT THE ECONOMIC COMMISSION MEETING IN THE SPRING. THE PURPOSE WOULD BE TO OBTAIN CONCURRENCE OF THE GOR AT A HIGH LEVEL FOR EACH INDIVIDUAL EVENT.

6. THE POST IS REQUESTED TO ADVISE ANY ADDITIONAL MAJOR EVENTS OR NEGOTIATIONS WHICH IT ANTICIPATES WILL INVOLVE ITS RESOURCES SO THAT WE MAY HAVE A COMPREHENSIVE SCHEDULE FOR PLANNING PURPOSES. OTHER COMMENTS ARE WELCOME. KISSINGER

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